



Your CME Resource

SOUTHERN MEDICAL ASSOCIATION

**The
Inaugural
Conference
on**



ES

Prevention

Primary Care

Practice

Master,

The Southern Medical Association is accredited by the American Council for Continuing Medical Education to sponsor continuing medical education for physicians.

SMA - The Leading Provider of CME in the South



SEPTEMBER 11-13, 1998

SECOND ANNUAL LEADERSHIP ACADEMY *La Quinta Club & Resort, La Quinta California*



Creating the Future of Health Care

Current & Future Trends in Health Care Delivery

*Medical Practice Options in Today's Changing
Health Care Environment*

Patient Advocacy and Medical Ethics

CONTINUING MEDICAL EDUCATION

The California Medical Association is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. The California Medical Association designated this continuing medical education activity for **14.75** credit hours, which may be applied toward the CMA Certification in Continuing Medical Education and the AMA Physician's Recognition Award. At the conclusion of this conference, participants will understand physicians' changing roles, demonstrate leadership skills, understand current issues related to managed care, be familiar with available practice options, and be able to articulate key medical ethics and issues.

INFORMATION & REGISTRATION

For tuition, scholarship, and lodging information, please call **800/795-2262**. You can also register on-line at CMAnet: **www.cmanet.org**

SPEAKERS:

Michael Cantwell, M.D.
Barbara Decker
Roger Eng, M.D.
Mary Elina Ferris, M.D.
Craig Fitzgerald
Faith Fitzgerald, M.D.
Terry Fotré D.O.
Emily Friedman
Robert Freidman
Ann Geyer
Robert Goldberg, M.D.
Peter Grant, J.D.
H. Rex Greene, M.D.
Kathryn Gundling, M.D.
Catherine Hanson, J.D.
Tom Hodapp
Patric Hooper
David Hoskinson
Ellen Hughes, M.D.
David A. Ingram, M.D.
Bill Jesse, M.D.
Paul Keckley
Regina Levison
Jack Lewin, M.D.
Mike Long
Robert Margolis, M.D.
Jeremy N. Miller, J.D.
Nancy-Ann Min DeParle
Jeffery Newman, M.D. M.P.H.
Dennis O'Leary, M.D.
John-Henry Pffifferling, Ph.D.
Liz Quinn, M.D.
Robert Reid, M.D.
Susan Reynolds, M.D.
Jamie Robinson, Ph.D.
Noah Rosenberg, J.D.
Steven Rosenblatt, M.D.
Surgeon General David Satcher, M.D. *(Invited)*
Cary Sennett, M.D., Ph.D.
Allan Siefkin, M.D.
Joseph Silva, M.D.
Jill Silverman, M.S.P.H.
Mark Smith, M.D., M.B.A.
Philip Wagner, M.D.
Representative Bill Thomas *(Invited)*
Steve Thompson
Arnoldo Torres
Reed Tuckson, M.D.
Dana Ullman, M.P.H.
Luis Velosa, M.D.
Bob Watcher, M.D.

We gratefully acknowledge the early grant support of the following corporations: **MBNA, Glaxo Wellcome, Inc, SmithKline Beecham, Astra Merck, DuPont Merck, and Johnson & Johnson**

California Medical Association
Physicians dedicated to the health of Californians



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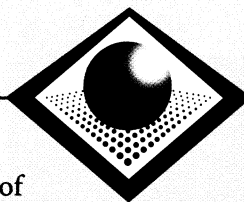
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Announcing the 3RD

Transfusion-Free Medicine & Surgery CME Conference

September 11 & 12, 1998
Los Angeles, California



The Transfusion-Free Medicine and Surgery Center and the Department of Physician Education Services at Good Samaritan Hospital of Los Angeles are proud to announce the 3rd Transfusion-Free Medicine and Surgery CME Conference on September 11 and 12, 1998.

This conference is devoted to advancing the specialty of Transfusion-Free Medicine and Surgery in order to achieve quality patient care without blood transfusion. Invited leaders in this field will present/discuss important topics pertaining to the effective, overall care of patients without the use of blood or blood products. *Physicians, nurses, physician assistants, perfusionists and allied healthcare providers are encouraged to attend.*

Good Samaritan Hospital, accredited by the ACCME, designates this continuing medical education activity for a maximum of 14 hours in Category 1 credit of the Physician's Recognition Award of the American Medical Association.

At the conclusion of this presentation participants should be able to:

- Describe the progress in effective treatments that avoid blood transfusions
- Test the benefits of medical care and surgical care without blood transfusion
- Identify research work, effective treatment strategies, new technology, and new drugs and devices to advance Transfusion-Free medical and surgical care

Tuition/Location/Registration

\$200 Physicians; \$150 Nurses, Physician Assistants, Perfusionists & Allied Health Providers

The conference will be held at the *Moseley-Salvatori Conference Center* at 637 South Lucas Avenue on the Good Samaritan Hospital campus in Los Angeles. For registration information call (213) 977-2335, or you may obtain a registration form via the Internet at www.noblood.com and FAX it to (213) 977-2333.



Good Samaritan Hospital

Department of Physician Education Services
1225 Wilshire Boulevard, Los Angeles, CA 90017